

NOTE TO BOARD March 2021: Please read the plan below. Highlighted areas have been completed. Review other areas and be prepared to discuss what you feel is relevant for the future.

Florida Craftsmen DBA Florida CraftArt Five-Year Strategic Plan 2014

Mission Statement

To grow the statewide creative economy by engaging the community and advancing Florida's fine craft artists and their work.

GOALS

1. **Redesign our identity and messages to retain and expand our constituency through a network of statewide partnerships.**
 - a. Rename and/or brand Florida Craftsmen in preparation for an expanded role across Florida.
 - b. Redesign the membership program to build a constituency of crafts people and a group of patrons who support their art.
 - c. Establish clusters of partners around the state as a means of building an inventory of craft artists, past and present, county by county across the state.
 - d. Restructure the Board of Directors to better represent a statewide constituency.

2. **Provide a thriving retail marketplace for Florida's fine craftspeople.**
 - a. Using current best practices for retail operations we will: improve interior and exterior branding, establish standards for merchandising and sales practices, establish job descriptions and training for sales volunteers and invest in flooring, lighting, floor plan and fixtures as required. **Still do a written procedure manual.**
 - b. Devise a set of monthly, quarterly and annual standards that will be used to manage the retail operation, set sales goals and measure results. **With staff do monthly analysis.**
 - c. Establish a jurying committee to develop and implement standards for artists and their objects for inclusion in our marketplace. **Create better written standards.**
 - d. Design a strategy to use crafts and its markets as an economic development tool in St. Petersburg and select sites across the state.

3. **Expand our exhibitions and educational offerings to reach a larger statewide audience.**
 - a. Design and implement a multi-year strategy for exhibitions that builds academic and cultural credibility for the field of craft as fine art.
 - b. Host exhibitions that emphasize the best of the crafts and craftspeople of Florida.
 - c. Develop and implement a Business of Art curriculum to be taught throughout the state.

4. **Develop plans and analysis methods for building organizational revenue to support a renewed statewide emphasis.**
 - a. Analyze the operations of the Central Avenue facility as a sustainable studio, exhibitions and office venue.
 - b. Develop a business plan exploring the potential for wholesale, retail, and commission markets across Florida.
 - c. Build on the developed narrative accompanying this plan to greatly expand grant solicitation from the public, private and nonprofit sectors.
 - d. Identify major gifts opportunities around new programs and/or facilities upgrade.
 - e. Analyze the revenue potential from a statewide membership program.